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CLAIMS

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1. A method for displaying on a viewer information processing system with an interface to a display, a set of multimedia segments to form a multimedia presentation, the method comprising the steps of:

receiving a play-list, wherein the play-list is a list of instructions for the rendering of the multimedia segments into a multimedia presentation;

receiving the multimedia segments required by the play-list; and

receiving the multimedia presentation on the display by rendering the multimedia segments as directed by the play-list.

2. The method of claim 1 wherein said viewer information processing system receives at least one multimedia segment prior to the presentation being displayed, and stores at least one multimedia segment.

3. The method for displaying according to claim 1, wherein the step of receiving the multimedia segments includes receiving at least one multimedia segment over a broadcast infrastructure.

4. The method for displaying according to claim 1, wherein the step of receiving the multimedia segments includes receiving at least one multimedia segment from a computer readable storage medium.

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5 5. The method for displaying according to claim 1, wherein the step of receiving the multimedia segments includes receiving at least one multimedia segment over a telecommunications network.

10 6. The method for displaying according to claim 5, wherein the step of receiving at least one multimedia segment over a telecommunications network includes receiving at least one multimedia segment over the Internet.

15 7. The method for displaying according to claim 1, further comprising the step of:

 displaying the multimedia segments from the information processing system on a television set.

20 8. The method for displaying according to claim 1, wherein the step of receiving at least one multimedia segment includes receiving one multimedia segment of an advertisement.

25 9. The method for displaying according to claim 1, wherein the step of receiving at least one multimedia segment includes receiving one multimedia segment of program content.

30 10. The method for displaying according to claim 1, wherein the step of receiving a play-list includes receiving a play-list based on the demographics of the viewers of the multimedia presentation.

5 11. A method for distributing program content from a program provider over a telecommunications infrastructure to a plurality of clients capable of receiving program content broken into a plurality of multimedia segments forming a multimedia presentation, the method comprising the steps of:

breaking program content into a plurality of multimedia segments;

10 transmitting at least one play-list to at least one client, wherein the play-list is a list of instructions for the rendering of the multimedia segments into a multimedia presentation; and

transmitting the multimedia segments required by said play-lists that form the multimedia presentation.

12. The method of claim 10, where the program provider transmits at least one multimedia segment to at least one client prior to the multimedia presentation by the client.

20 13. The method of claim 11 for distributing program content of claim 10, further comprising the step of:

grouping one or more clients receiving a play-list based on the demographics of the viewers of the multimedia presentation; and wherein the step of transmitting at least one play-list includes transmitting the identical play-list to one or more clients based on the grouping.

25 14. The method of claim 11 for distributing program content, wherein the step of transmitting multimedia segments includes transmitting at least one multimedia segment on a computer readable storage medium.

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15. The method of claim 11 for distributing program content wherein the step of transmitting at least one multimedia segment includes transmitting at least one multimedia segment over a cable network.

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16. The method of claim 11 for distributing program content, wherein the step of transmitting the multimedia segments includes transmitting at least one multimedia segment over a telecommunications network.

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17. The method of claim 16, for distributing program content wherein the step of transmitting at least one multimedia segment over a telecommunications network includes transmitting at least one multimedia segment on the Internet.

5 18. A computer readable medium comprising programming instructions for
displaying on a viewer information processing system with an interface to a
display, a set of multimedia segments to form a multimedia presentation, the
programming instructions comprising

receiving a play-list, wherein the play-list is a list of instructions for the
10 rendering of the multimedia segments into a multimedia presentation;
receiving the multimedia segments required by the play-list; and
displaying the multimedia presentation on the display by rendering the
multimedia segments as directed by the playlist.

19. The method of claim 15 wherein said programming instruction includes
receiving at least one multimedia segment prior to the presentation being
displayed, and storing at least one multimedia segment.

20. The computer readable medium according to claim 18, wherein the
programming instruction of receiving the multimedia segments includes
20 receiving at least one multimedia segment over a broadcast infrastructure.

21. The computer readable medium according to claim 18, wherein the
programming instruction of receiving the multimedia segments includes
25 receiving at least one multimedia segment from a computer readable storage
medium.

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5 ~~22.~~ The computer readable medium according to claim 19, wherein the programming instruction of receiving multimedia segments includes receiving at least one multimedia segment over a telecommunications network.

10 23. The computer readable medium according to claim 22, wherein the programming instruction of receiving at least one multimedia segment over a telecommunications network includes receiving at least one multimedia segment over the Internet.

15 ~~24.~~ The computer readable medium according to claim 19, wherein the programming instruction of displaying includes displaying the multimedia segments from the information processing system on a television set.

20 25. The computer readable medium according to claim 19, wherein the programming instruction of receiving multimedia segments includes receiving at least one multimedia segment of an advertisement.

25 26. The computer readable medium according to claim 19, wherein the programming instruction of receiving multimedia segments includes receiving at least one multimedia segment of program content.

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5 28. A viewer information processing system with an interface to a display,
for receiving a set of multimedia segments to form a multimedia presentation,
the viewer information system comprising

10 a receiver for receiving a play-list wherein the play-list is a list of
instructions for the rendering of the multimedia segments into a multimedia
presentation;

a receiver for receiving the multimedia segments;
a means for rendering the multimedia segments into a multimedia
presentation as directed by the play-list; and
an interface to a display for displaying said multimedia presentation.

29. The apparatus of claim 24 wherein said apparatus includes an interface
to storage for storing at least one multimedia segment.

20 30. The viewer information processing system according to claim 28,
wherein the receiver has an interface to a broadcast infrastructure.

31. The viewer information processing system according to claim 28,
wherein the receiver has an interface to a computer readable storage
medium.

25 32. The viewer information processing system according to claim 28,
wherein the receiver has an interface to a telecommunications network.

Figure 1. The effect of the number of trials on the number of correct responses. The number of correct responses was plotted against the number of trials for each condition. The number of correct responses increased with the number of trials for all conditions. The number of correct responses was highest for the condition with the highest number of trials (10 trials) and lowest for the condition with the lowest number of trials (2 trials).

33. The viewer information processing system according to claim 32, wherein the receiver interface to a telecommunications network includes an interface to the Internet.